



WTIC-TV

## ORDER

Print Date 08/06/12

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Flight Dates 08/07/12-08/14/12

Contract / Revision 377835 /

Original Date / Revision  
08/06/12 08/06/12

Advertiser Women Vote (issue)

Agency Media Strategies

Buying Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030Primary Account Executive  
Steve Rabb

Account Executive	Order%	Start Date	End Date
Steve Rabb	100%		

Product

ISSUE

Agency Com 15%

Billing Contact

11350 Random Hills Rd.  
Suite 670  
Fairfax, VA 22030

Sales Office L-HRT

Sales Region Local

Agency Ref

Order Sep 00:15:00

Estimate # 11570

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 03

Advertiser Ref

Order Share 16% Market Value 91562

Competing Station	% of Order	Amount
2WCCT	%	0
3WFSB	34%	31131
4WVIT	25%	22890
5WTNH	25%	22890
6WCTX	%	0
7CABL	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	31	\$12,452.50	\$14,650.00	0.00	07/30/12	08/14/12	31	\$12,452.50	\$14,650.00
Totals	31	\$12,452.50	\$14,650.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	61	08/08/12	08/08/12	M-F 6a-7a Wed 6a-7a	CM	6a-7a	-- 1----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- 1----		1		\$150.00		0.00					
N 2	61	08/14/12	08/14/12	M-F 6a-7a Tue 6a-7a	CM	6a-7a	- 1-----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	- 1-----		1		\$150.00		0.00					
N 3	61	08/08/12	08/10/12	M-F 7a-8a W-F 7a-8a	CM	7a-8a	-- 111--	:30	3	\$250.00	03	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/06/12	08/12/12	-- 111--		3		\$250.00		0.00					
N 4	61	08/13/12	08/14/12	M-F 7a-8a M-Tu 7a-8a	CM	7a-8a	11-----	:30	2	\$250.00	03	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 08/13/12	08/19/12	11-----		2		\$250.00		0.00					
N 5	61	08/10/12	08/10/12		CM	8a-9a	---- 1--	:30	1	\$200.00	03	0.00	NM	1	\$200.00



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Contract / Revision **377835** Flight Dates **08/07/12-08/14/12**

Hiatus Dates

Original Date / Revision 08/06/12/ 08/06/12

Order Sep 00:15:00

Advertiser **Women Vote (issue)**Product **ISSUE**Estimate # **11570**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 8a-9a Fri 8a-9a											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	----1--					1	\$200.00		0.00			
N 6	61	08/14/12	08/14/12	M-F 8a-9a Tue 8a-9a	CM	8a-9a	-1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-1-----					1	\$200.00		0.00			
N 7	61	08/09/12	08/09/12	M-F 1p-2p Thu 1p-2p	CM	1p-2p	---1---	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---1---					1	\$150.00		0.00			
N 8	61	08/08/12	08/08/12	M-F 2p-3p Wed 2p-3p	CM	2p-3p	--1----	:30	1	\$150.00	03	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--1----					1	\$150.00		0.00			
N 9	61	08/13/12	08/13/12	M-F 3p-4p Mon 3p-4p	CM	3p-4p	1-----	:30	1	\$200.00	03	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$200.00		0.00			
N 10	61	08/07/12	08/07/12	M-F 630p-7p Tue 630p-7p	CM	630p-7p	-1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1-----					1	\$400.00		0.00			
N 11	61	08/09/12	08/09/12	M-F 630p-7p Thu 630p-7p	CM	630p-7p	---1---	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	---1---					1	\$400.00		0.00			
N 12	61	08/13/12	08/13/12	M-F 630p-7p Mon 630p-7p	CM	630p-7p	1-----	:30	1	\$400.00	03	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$400.00		0.00			
N 13	61	08/07/12	08/10/12	M-F 4p-5pm Tu-F 4p-5pm	CM	4p-5p	-1111--	:30	4	\$225.00	03	0.00	NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1111--					4	\$225.00		0.00			
N 14	61	08/13/12	08/13/12	M-F 4p-5pm Mon 4p-5pm	CM	4p-5p	1-----	:30	1	\$225.00	03	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$225.00		0.00			
N 15	61	08/08/12	08/08/12	M-F 7p-730p Wed 7p-730p	CM	7p-730p	--1----	:30	1	\$600.00	03	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--1----					1	\$600.00		0.00			
N 16	61	08/07/12	08/10/12	M-F 730p-8p Tu,F 730p-8p	CM	730p-8p	-1--1--	:30	2	\$700.00	03	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-1--1--					2	\$700.00		0.00			
N 17	61	08/13/12	08/13/12	M-F 730p-8p Mon 730p-8p	CM	730p-8p	1-----	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	1-----					1	\$700.00		0.00			



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Contract / Revision    **377835**    Flight Dates **08/07/12-08/14/12**Hiatus DatesOriginal Date / Revision    08/06/12/    08/06/12Order Sep    00:15:00Advertiser    **Women Vote (issue)**    Product **ISSUE**Estimate #    **11570**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N17	61	08/13/12	08/13/12	M-F 730p-8p Mon 730p-8p	CM	730p-8p	1-----	:30	1	\$700.00	03	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$700.00		0.00			
N18	61	08/07/12	08/10/12	M-F News at Ten News at Ten	CM	10p-11p	-1111--	:30	4	\$1,200.00	03	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-1111--					4	\$1,200.00		0.00			
N19	61	08/13/12	08/13/12	M-F News at Ten News at Ten	CM	10p-11p	1-----	:30	1	\$1,200.00	03	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----					1	\$1,200.00		0.00			
N20	61	08/11/12	08/11/12	Sa 10p-11p Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$1,000.00	03	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	-----1-					1	\$1,000.00		0.00			
N21	61	08/10/12	08/10/12	M-F 1135p-1205a Fri 1135p-1205a	CM	1135p-1205a	----1--	:30	1	\$175.00	03	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/06/12	08/12/12	----1--					1	\$175.00		0.00			
Totals														31	\$14,650.00